

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses review of related literature. It comprises the theories about literature, novel along with its definition and elements, and propaganda in company with its definition, kinds, techniques, and effect.

2.1 Literature

Literature, according to Ade and Okunoye (2008:3), is a life expression of human being in the form of experiences, thoughts, feelings, ideas, passions, in concrete description by using the beauty of language. The basic function of literature is not only just as a spectacle, but also it importantly contains interest of audience and reader to enjoy the various kinds of the beauty in the story. In other words, literature is a study which cannot be separated from language as an expression of human aesthetic in words both written and spoken.

In line with Ade and Okunoye, Klarer (2002) states that “Literature is referred to as the entirety of written expression with the restriction that not every written document can be categorized as literature in the more exact sense of the word”. It means, literature is a creation of humankind that has aesthetics and artistic sides. In the past, the form of literature was usually conveyed orally, such as Epic stories. In the further progress, literature was made in written form and then it was visualized as in drama. Later, Epic stories, written literature and drama are known as genre of literature.

Literature, according to Ade and Okunoye (2008:61), is divided into three types namely poetry, prose and drama. Each of those types is different from others, for instance; the essence of drama is its dialog and action. It can be read and experienced on stage. Poetry is a work of art that brings aesthetics, romance, language, and systematic presentation of verse forms into reality. Then, prose is centered on narration. It means that prose is recounting events as they occur in spatial or chronological order.

As a result, literature is a study which cannot be separated from language as an expression of human aesthetic in words both written and spoken that reflects upon society and human condition.

2.2 Novel

Novel is a fictitious prose narrative. According to Hawthorn (2001:5), novel is fiction prose narrative or tale of considerable length in which character and action are representative of real life. Its story portrays in a plot of more or less complexity. So that, it is clear that novel is a long story that tells and elaborates various problems in real life.

Likewise, Sumardjo (1998:29), defines novel as a story with the prose form in long shape that including the complex plot, many characters, and various setting to express author's creative thinking through writing. It means, novel is a narrative text informing of prose with a long shapes that including some figures and fiction events.

Based on the definition above, it can be concluded that novel is a literary work which tells about the phenomenon and experience of the author or even their imagination that develop into a long story.

2.3 Allegory Novel

In novel, there are several kinds of novel such as mystery, science fiction, fantasy, symbolic, allegory, etc. *Animal Farm* novel by George Orwell is known as a political allegory novel. Allegory according to Abrams (1999) is:

“...narrative, whether in prose or verse, in which the agents and actions, and sometimes the setting as well, are contrived by the author to make coherent sense on the "literal," or primary, level of signification, and at the same time to signify a second, correlated order of signification.”

It means that allegory is a kind of novel which describes the abstract ideas or principles in terms of characters, figures or events. It can be distinguished in two main types: (1) Historical and political allegory, in which the characters and actions that are signified literally in their turn represent, or "allegorize," historical personages and events. (2) The allegory of ideas, in which the literal characters represent concepts and the plot allegorizes an abstract doctrine or thesis. Both types of allegory may either be sustained throughout a work.

2.4 Elements of Novel

There are two types element of novel, namely extrinsic and intrinsic elements. Extrinsic element is the element that cannot really be found inside the story itself.

However, it is still important because it kinds of the fact and information that support and surround the story. Intrinsic element is the element that we can find all of the facts inside the story. It covers theme, plot, setting, the character, point of view, etc.

A. Theme

Theme is main idea and central concept of the story. Perrine as cited in Koesnosoebroto (1988), stated that “Theme is a controlling idea or central insight in a piece of fiction. It is based on the author to bring the message of the story to the reader”. It means, theme is also a general basic idea that supports literature and it represents the whole part of novel.

B. Character

Character is the figure's form in story who undergoes the event of the story. According to Abrams (1999), character are the persons represented in a dramatic or narrative work, who are interpreted by the reader as possessing particular moral, intellectual, and emotional qualities by inferences from what they say and do in the story. A character may remain essentially "stable," or unchanged in outlook and disposition, from beginning to end or may undergo a radical change, either through a gradual process of development.

Along with Abrams, Klarer (2002:17), divides character into two types namely flat character and round character. Flat character is characters who do not change from the beginning until the end of the story. It means flat character is characters to support the main character that sometimes do not have any emotional depth. They are often refer as one or two-dimensional characters. The

term round character is used for the character that changes; he can change completely or gradually, depends on situation and condition. It character sometimes refers as the main character who have depth feeling and passion, they are more realistic and their personalities are somewhat inconsistent.

According to Koesnosubroto (1988:67), characters are classified in terms of main and minor characters. Main character is the most important character who often appear in a story. Whereas minor character is other character who help the main character developing the story. They are usually called as supporting character.

The other character based on plot can be divided into two kinds of characters namely protagonist and antagonist. The protagonist is the central person in a story, and is often referred to the main character of the story. He or She faces a conflict that must be resolved while the antagonist is the character that represents the opposition against which the protagonist must contend. In other words, the antagonist is an obstacle that the protagonist must overcome.

Therefore, it can be considered that character in the story of a novel has functions to show the content of a story in a novel. Thus, all the readers can understand about the story that is presented by the author.

C. Plot

Plot is the author's plan that describes the key events that affect the characters of the story over a period. The story moves from a beginning through a series of events to a climax or turning point, and then to a logical end.

There are two types of plot refer to Sudjiman as mentioned in Hartiningsih (2001), namely straight and flashback plot. Straight plot is the event of the story based on the sequence of event. In the other hand, flashback plot is the event of story starts from present time and then backward in the pass time and comes back to continue the present time.

Afterward, in the end of the story, there are also two plots, as follows, close plot and open plot. Close plot is the plot which author gives the resolution in the end of the story whereas open plot is the plot which author gives chance to the reader to predict the end of the story.

Along with that, Klarer (2002:15) says that plot is the logical interaction of various thematic elements of a text which lead to change the original situation as presented at the outset of narrative. A common plot line encompasses the following four sequential levels namely exposition, complication, climax and resolution.

- a.** Exposition is the opening of the story that sets a scene, introduction the main character, situation, events existing before an action prepared for a story to begin.
- b.** Complication is the tension or conflict between two competing interests within the power of fiction or drama.
- c.** Climax is the point of the greatest tension in a work of literature and the turning point in the action. In a plot line, the climax occurs after the rising

action and before the falling action. It is the result of the crisis as the highest point of the story for the reader.

- d. Resolution is the last event in a novel or the outcome of a conflict. The main character has finished solving this problem and this result in a happy or sad ending.

D. Setting

Setting refers to the time and place in which the story occurs. Connolly as cited in Koesnosubroto (1988), says that setting is in a sense of “the time, place and concentrate situation of the narrative, the web of environment in which characters spin out their destinies.” Thus, it reveals the time and place of the action. It is also conveyed through characters’ behavior and dialogue.

It concludes that setting is the background of the story related to the time, events, and places that is real or not real in story.

E. Conflict

Conflict is the central source of tension and drama in the story. It refers to the unpleasant things and always happens to the characters in the story. According to Koesnosoebroto (1988:43), conflict can be divided into external and internal conflict. External conflict is a struggle between a character and an outside force such as society, environment, nature, another person, etc. Internal conflict is a struggle of character’s mind. Sometimes, a character must deal with his or her mixed feelings, emotions, and minds.

F. Point of View

Point of View is specifically who tells the story. According to Abrams (1999:231), there are some different point of views in the literature, namely:

- a. The first-person point of view, when usually identifiable by the use of the pronoun "I," a character in the story does the narration. A first-person narrator may be a major character and is often its protagonist.
- b. Third-person point of view if it occurs when the narrator does not take part in the story. It refers to all characters in the story by name, or as "he", "she", "they".
- c. Omniscient, if the narrator is outside the story and present the thoughts of all the characters involved. He/she also knows everything that needs to be known about the agents, actions, and events.
- d. Limited, when the story is told from the viewpoint third person, but stays inside the confines of what is perceived, thought and remembered and felt by single character.

2.5 Propaganda

Propaganda is deliberate and systematic in an attempt to influence mass attitudes on controversial subjects by the use of symbols rather than force (Stewart, 2013). It means propaganda is a systematic effort which is to persuade people to support and adopt a particular opinion, attitude, or course of action. So that, it is a manipulative activity and often disguises secret intentions, goals to change and control public opinion and convert the actions of people into the desired line.

In line with Stewart, Deeksha (2014), says that propaganda can be seen as the dissemination of biased ideas and opinions, often by using lies and deception. It is the

technique of controlling attitude to achieve the greatest effect when carried out systematically by a well-structured group over a long period. It means that propaganda does not take place in itself spontaneously. However, it is generally well-planned and properly organized by someone to get his intentions and goals.

Thus, propaganda always aims at molding people's attitudes and behavior in the direction of the propagandist by impressing upon the mass through various methods, techniques, and strategies.

2.6 Techniques of Propaganda

In conducting the propaganda, propagandists are incessantly presenting their ideas and generally avoid arguments that lead the audience to think deeply about the message and its content. They always find a way to connect their ideas and suggestions with the desires of their audience by using indirect statements. Thus, there are seven techniques of propaganda according to Miller (1937:210-216), that is:

A. Name Calling

Name calling is a technique to make people form a judgment without examining the evidence on which it should be based. The propagandist appeals to people's hate and fear. He does this by giving "bad names" to those individuals, groups, nations, races, beliefs, etc, which he would have people, condemn and reject.

"Bad names" is used without presentation of their essential meaning and all their pertinent implications. This is done with the aim of linking person or idea to a negative symbol. It also creates negative connotations to get the people to reject

another person or idea based on negative associations without examination of that person idea. For instance, labeling people or thing with terrorist, insurgent, militant, rebel, protester, etc.

B. Glittering Generalities

Glittering generalities is a technique by which the propagandist identifies his program by use of “virtue words”. He appeals to people emotions of love, generosity, brotherhood, etc. He often uses words like truth, freedom, honor, liberty, justice, loyalty, democracy, etc. Hence, the propagandist, in order to make people agree with his policy, is identifying his group, nation, race, policy, or belief with such idea. The aim of glittering generalities is to make people accept and approve without proper examination of the evidence.

In the name calling and glittering generalities techniques, words are used to stir up people emotions and to befog our thinking. In other word, this technique uses “bad words” to make people mad and in the other “good words” are used to make people glad. An example is slogans, which are used to express and symbolize events, ideas, issues, ideals, and conditions of the people.

C. Transfer

Transfer is a technique by which the propagandist carries over the authority, sanction, and prestige of something we respect to something he would have us to accept. For example, most of us respect and revere our nation. If the propagandist success in getting nation to approve a campaign in behalf of some programs, he

thereby transfers its authority, sanction and prestige to those programs. Thus, we may accept something which otherwise we might reject.

In this technique, symbols are constantly used because it stirs emotions such as the cross represents the Christian church, the flag represent the nation, cartoon of Uncle Sam represent a consensus of public opinion among American people. Thus, the transfer technique is used both for and against causes and ideas.

D. Testimonial

Testimonial is a technique that is used to make people accept anything for example from a patent medicine or a cigarette to a program of national policy. It kinds of people endorse, recommend or approve a product, program or something. This is especially effective when the endorser is perceived to be an authority on the subject matter. For example, some people might vote for a politician because their favorite celebrity or political role model has endorsed him.

E. Plain Folks

Plain folks is usually used by politicians, labor leaders, executives, and even by ministers and educators to make people confidence by their selves. In addition, this technique attempts to convince the audience that the propagandist is a regular guy, who is trust-worthy because they are just like “you or me”. He also tries to appear as if he connects with the audience and their point of view. Sometimes, he is carefully choosing his clothing, vocabulary, and mannerisms with the intention of making the identity connection. This technique is very popular amongst politician moreover in election program to show their closeness to the citizen. For example, politician will

present themselves in a way that makes them look like a normal person, so they can get many votes from the citizen.

F. Card Stacking

Card stacking is in which the propagandist employs all the arts of deception such as sham, hypocrisy, and effrontery to win our support for himself, his group, nation, race, etc. He stacks the cards against the truth. He uses under-emphasis and over-emphasis to dodge issues and evade facts. He usually offer falsehood, omits facts, in order to give the best and the worst possible case for an idea. It is as if he makes the unreal appear real and the real appear unreal.

G. Bandwagon

Bandwagon is to make people follow the crowd and to accept the propagandist' program. Here the theme of this technique is: "Everybody's doing it". He appeals to the desire, common to most of people to follow the crowd when one is not sure of what to do. It also means that this technique uses the general tendency of people to go by the majority opinion particularly because majority opinion has the power of suggestions. The merits of the case or issues are not important in this technique. Otherwise, the fact that many people doing it is the right thing to do.

2.7 The Effect of Propaganda

Propaganda is a tool that is used by the propagandist to make people believe something that maybe have positive and negative effect. The reason why propaganda has negative effect is that they run all the way from selfish and deceitful to mold the

opinions and attitudes of people. For example, ISIS used social media to try to create an Islamic empire. ISIS not only employed social media to spread its messages and recruit followers, including Westerners, but also to empower its supporters to take part in that process (Joshi, 2012).

However, propaganda can also give the positive effect toward society depend on its purposes. Such as, it is beneficial to our society because it keeps the public update on the latest trends and current situations. It will be easy for companies to sell their products by using propaganda. Our society will be very different without propaganda because it also can be used to encourage awareness and influence good behavior and response.

In addition, Jowett and O'Donnell (2012), say that the most important effect is whether the propaganda goals have been fulfilled or not. If not the overall goals, then perhaps some specific goals have been achieved. Propagandists traditionally inflate numbers regarding membership, contributions, and other goals. Sometimes, effects can be detected as adjustments in mainstream society. Thus, in order to know how the propaganda can give the effect toward society, the analyst should look for the adoption of the propagandist's language and behaviors in society and other contexts.